What Is Claimed:

1. A flower pot cover made by forming at least one sheet of material into a substantially flexible, shape-sustaining flower pot cover for receiving a flower pot, the substantially flexible, shape-sustaining the flower pot comprising a base having a closed lower end, an open upper end with an object opening extending there through and a decorative border extending outwardly from the open upper end of the base, the base of the flower pot cover having a plurality of overlapping folds of which at least a portion are permanently connected so that the flower pot cover may be substantially flattened and then unflattened to assume the original shape of the flower pot cover wherein the sheet of material has a thickness in the range of from about 0.1 mil to about 30 mil and wherein at least one surface of the sheet of material is provided with a holographic design so that at least a portion of the holographic design is visible and constitutes at least a portion of the decor of the flower pot cover.

2. The flower pot cover of claim 1 wherein a substantial portion of the overlapping folds in the substantially flexible, shape-sustaining flower pot cover extend over different distances and at various and arbitrary angles.

3. The substantially flexible, shape-sustaining article of claim 1 wherein the substantially flexible, shape-sustaining article is a flower pot cover.

4. The flower pot cover of claim 1 wherein the decorative border is substantially free of permanently connected overlapping folds.

5. The flower pot cover of claim 4 wherein the sheet of material having a holographic design is further provided with an embossed design which cooperates with the holographic design to provide the decor of the flower pot cover.

6. The flower pot cover of claim 4 wherein the sheet of material having a holographic design is formed of a material selected from the group consisting of paper, polymeric film, metallized film foil and combinations thereof.

7. The flower pot cover of claim 6 wherein the sheet of material having a holographic design is further provided with printed material which cooperates with the holographic design to provide a portion of the decor of flower pot cover.

8. The flower pot cover of claim 7 wherein the sheet of material having a holographic design and printed material is further provided with an embossed pattern which cooperates with the holographic design and the printed material to further provide a portion of the decor of the flower pot cover.

9. The flower pot cover of claim 8 wherein the printed material and the embossed pattern are in registry with one another on the sheet of material.

10. The flower pot cover of claim 8 wherein the printed material and the embossed pattern are out of registry with one another on the sheet of material.

11. The flower pot cover of claim 8 wherein a portion of the printed material and the embossed pattern are in registry with one another on the sheet of material and a portion of the printed material and the embossed pattern are out of registry with one another on the sheet of material.

12. The flower pot cover of claim 6 wherein the sheet of material having a holographic design is further provided with an embossed design which cooperates with the holographic design to provide the decor of the flower pot cover.

13. The flower pot cover of claim 1 wherein the sheet of material is a laminated material comprising at least two sheets of material wherein at least one sheet of the polymeric material is provided with a holographic design such that upon forming the laminated material into the flower pot cover, a plurality of overlapping folds are formed in the flower pot cover of which at least a portion are connected and at least a portion of the holographic design is visible.

14. The flower pot cover of claim 13 wherein the decorative border is substantially free of permanently connected overlapping folds.

15. The flower pot cover of claim 14 wherein the laminated material is further provided with an embossed design.

16. The flower pot cover of claim 14 wherein the laminated material is further provided with printed material.

17. The flower pot cover of claim 16 wherein the laminated material is further provided with an embossed pattern.

18. The flower pot cover of claim 17 wherein the printed material and the embossed pattern are in registry with one another on the laminated material.

19. The flower pot cover of claim 18 wherein the printed material and the embossed pattern are out of registry with one another on the laminated material.

20. The flower pot cover of claim 17 wherein a portion of the printed material and the embossed pattern are in registry with one another on the laminated material and a portion of the printed material and the embossed pattern are out of registry with one another on the laminated material.

21. The flower pot cover of claim 13 wherein at least one of the sheets of material of the laminated material is further provided with an embossed design.

22. The flower pot cover of claim 13 wherein at least one of the sheets of material of the laminated material is further provided with printed material.

23. A flower pot cover made by the process comprising the steps of:

forming at least one sheet of material into a substantially flexible, shape-sustaining flower pot cover for receiving a flower pot, wherein the substantially flexible,

shape-sustaining flower pot cover has a base having a closed lower end, an open upper end with an object opening extending therethrough and a decorative border extending outwardly from the open upper end of the base, the base of the flower pot cover having a plurality of overlapping folds of which at least a portion are permanently connected so that the flower pot cover may be substantially flattened and then unflattened to assume the original shape of the flower pot cover wherein the sheet of material has a thickness in the range of from about 0.1 mil to about 30 mil and wherein at least one surface of the sheet of material is provided with a holographic design so that at least a portion of the holographic design is visible providing an optical effect that constitutes at least a portion of the decor of the flower pot cover.

24. The flower pot cover made according to the process of claim 1, wherein in the step of forming a flower pot cover a substantial portion of the overlapping folds in the substantially flexible, shape-sustaining flower pot cover extend over different distances and at various and arbitrary angles.

25. The flower pot cover made according to the process of claim 1, wherein in the step of forming a flower pot cover the decorative border is substantially free of permanently connected overlapping folds.

26. The flower pot cover made according to the process of claim 4, wherein in the step of forming a flower pot cover the sheet of material having a holographic design is further provided with an embossed design which cooperates with the holographic design to provide the decor of the flower pot cover.

27. The flower pot cover made according to the process of claim 4, wherein in the step of forming a flower pot cover the sheet of material having a holographic design is formed of a material selected from the group consisting of paper, polymeric film, metallized film foil and combinations thereof.

28. The flower pot cover made according to the process of claim 6, wherein in the step of forming a flower pot cover the sheet of material having a holographic design is further provided with printed material which cooperates with the holographic design to further the decor of the flower pot cover.

29. The flower pot cover made according to the process of claim 7, wherein in the step of forming a flower pot cover the sheet of material having a holographic design and printed material is further provided with an embossed pattern which cooperates with the holographic design and the printed material to provide the decor of the flower pot cover.

30. The flower pot cover made according to the process of claim 8, wherein in the step of forming a flower pot cover the printed material and the embossed pattern are in registry with one another on the sheet of material.

31. The flower pot cover made according to the process of claim 8, wherein in the step of forming a flower pot cover the printed material and the embossed pattern are out of registry with one another on the sheet of material.

32. The flower pot cover made according to the process of claim 8, wherein in the step of forming a flower pot cover a portion of the printed material and the embossed pattern are in registry with one another on the sheet of material and a second portion of the printed material and the embossed pattern are out of registry with one another on the sheet of material.

33. The flower pot cover made according to the process of claim 6, wherein in the step of forming a flower pot cover the sheet of material having a holographic design is further provided with an embossed design which cooperates with the holographic design to provide the decor of the flower pot cover.

34. The flower pot cover made according to the process of claim 1, wherein in the step of forming a flower pot cover the sheet of material is a laminated material comprising at least two sheets of material wherein at least one sheet of the material is provided with a holographic design, and whereupon forming the laminated material into the flower pot cover, a plurality of overlapping

folds are formed of which at least a portion are connected and at least a portion of the holographic design is visible.

35. The flower pot cover made according to the process of claim 13, wherein in the step of forming a flower pot cover the decorative border is substantially free of permanently connected overlapping folds.

36. The flower pot cover made according to the process of claim 14, wherein in the steps of forming the flower pot cover the laminated material is further provided with an embossed design.

37. The flower pot cover made according to the process of claim 14, wherein in the step of forming the flower pot cover the laminated material is further provided with a printed material.

38. The flower pot cover made according to the process of claim 16, wherein in the step of forming the flower pot cover the laminated material is further provided with an embossed pattern.

39. The flower pot cover made according to the process of claim 17, wherein in the step of forming the flower pot cover the printed material and the embossed pattern are in registry with one another on the laminated material.

40. The flower pot cover made according to the process of claim 17, wherein in the step of forming the flower pot cover the printed material and the embossed pattern are out of registry with one another on the laminated material.

41. The flower pot cover made according to the process of claim 17, wherein in the step of forming the flower pot cover a portion of the printed material and the embossed pattern are in registry with one another on the laminated material and a portion of the printed material and the embossed pattern are out of registry with one another on the laminated material.

42. The flower pot cover made according to the process of claim 13, wherein at least one of the sheets of material of the laminated material is further provided with an embossed design.

43. The flower pot cover made according to the process of claim 13, wherein in the step of forming a flower pot cover at least one of the sheets of material of the laminated material is further provided with a printed material.

44. The flower pot cover made according to the process of claim 23, wherein the step of forming a flower pot cover the holographic design is a three-dimensional picture of an object.

45. The flower pot cover of claim 1, wherein the holographic design is a three-dimensional picture of an object.